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Robert M. Bain

September 2, 2003

22141 U.S. PTO
10/653708
09/02/03

UTILITY PATENT APPLICATION TRANSMITTAL

(new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket Number: MS#303971.01 (5069)

First Named Inventor: Peter Wassmann

Title: BRANDING FRAMEWORK

Express Mail Label Number: EL 801512921 US

TO: Mail Stop Patent Application
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

APPLICATION ELEMENTS

1. ☐ Fee Transmittal Form
(original and duplicate)
2. ☐ Applicant claims small entity status
3. ☒ Specification [Total Pages 54]
4. ☒ Drawings [Total Sheets 12]
5. Oath or Declaration [Total Pages 02]
 - a. ☐ Newly executed (original or copy)
☒ New (unexecuted)
 - b. ☐ Copy from a prior application
(for continuation/divisional with
Box 19 completed)
 - i. ☐ DELETION OF INVENTOR(s)
Signed statement attached
deleting inventor(s) named
in prior application.

01919 U.S. PTO
09/02/03

6. ☐ Incorporation By Reference
(useable if Box 5b is marked)
The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 5b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.
7. ☒ Application Data Sheet
8. ☐ CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
9. ☐ Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
- a. ☐ Computer Readable Form
- b. ☐ Specification Sequence Listing on:
- i. ☐ CD-ROM or CD-R (2 copies); or
- ii. ☐ paper
- c. ☐ Statements verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

10. ☐ Assignment Papers (cover sheet & document(s))
11. ☐ 37 CFR 3.73(b) Statement ☒ Power of Attorney
12. ☐ English Translation Document (if applicable)
13. ☒ IDS with PTO/SB/O8A ☐ Copies of IDS Citations
14. ☐ Preliminary Amendment
15. ☒ Return Receipt Postcard
16. ☐ Request and Certification for Non-Publication. Form PTO/SB/35 is attached.
17. ☐ Certified Copy of Priority Document(s) if foreign priority is claimed
18. ☐ Other: _____

IF A CONTINUING APPLICATION, CHECK APPROPRIATE BOXES AND SUPPLY THE REQUISITE INFORMATION

19. ☐ Continuation ☐ Divisional ☐ Continuation-in-Part of prior application No.: _____
- ☐ Complete Application based on provisional Application No. _____

Prior application information: Examiner:
Group Art Unit:

CORRESPONDENCE ADDRESS

20. Correspondence Address: Customer Number 321
Attention: Robert M. Bain

Respectfully submitted,

A handwritten signature in cursive script that reads "Robert M. Bain". The signature is written in dark ink and is positioned above the printed name.

Robert M. Bain, Reg. No. 36,736

RMB/cjl